

Amendments to the Claims: This listing of claims will replace all prior versions, and listings, of claims in the application

Listing of Claims:

1. (Currently Amended) A method for targeting products or services to a person~~influencing market decisions of people in the market~~, the method comprising the steps of:

- creating ~~an~~ a universe of N attributes $V_i = [v_1, v_2, \dots, v_N]$ ~~, characteristics or values to be shown or exposed to a person j, wherein the attributes are associated with products or services;~~ and

- showing said attributes ~~v_i~~ V_i to said person j and calculating at least one of importance, weight ~~and/or~~ sensibility each of said attributes ~~v_i~~ V_i has on said person j for predicting future market decisions of said person j, and expressing the corresponding results of said calculation as $W_{ij} = [w_{1j}, w_{2j}, \dots, w_{Nj}]$ ~~;~~

wherein the method further comprises at least the steps of :

- creating a database $A = [a_{ij}]$ including, for ~~every person~~ said person j, said universe of attributes V_i ordered by their calculated weight ~~w_{ij}~~ W_{ij} ~~;~~ and

- creating a database $P = [p_{ij}]$ including, for ~~every person~~ said person j, said universe of attributes ~~v_i~~ V_i ordered by a corresponding objective interest level $Z_i = [z_1, z_2, \dots, z_N]$ ~~, wherein said objective interest level is determined by a vendor who intends to offer products or services to said person j; and~~

- consulting said databases A and P, matching said databases A and P, selecting from matched databases attributes V_i whose importance, weight or sensibility w_{ij} are higher than a specific value, and showing only products or services having those selected attributes to said person j.

2. (Canceled)

3. (Original) The method of claim 1, further comprising the step of:

consulting both said databases A and P and selecting from them those attributes v_i whose importance, weight and/or sensibility w_{ij} , for said person j, are higher than a specific

value, and whose objective interest level z_i are higher than another specific value, and showing only those selected attributes whose objective interest level z_i are higher than said another specific value to said person j .

4. (Original) The method of claim 2, wherein said steps of consulting said database A, selecting said attributes and showing said selected attributes v_i , are done for a group of people instead of only one person j .

5. (Original) The method of claim 3, wherein said steps of consulting said databases A and P, selecting said attributes and showing said selected attributes v_i , are done for a group of people instead of only one person j .

6. (Currently Amended) The method of claim 1, wherein said databases A and P include said attributes v_i and their corresponding weight w_{ij} , related to every person, by using tuples, wherein $[a_{ij}] = \langle v_i, w_{ij} \rangle$ of tuples $\langle \text{attribute}, \text{weight} \rangle$ and $[p_{ij}] = \langle v_i, z_i \rangle$ of tuples $\langle \text{attribute}, \text{interest} \rangle$.

7. (Original) The method of claim 2, wherein said consulting of said database A is done automatically.

8. (Original) The method of claim 3, wherein said consulting of said databases A and P is done automatically.

9. (Currently Amended) The method of claim 2, wherein at least one of said attributes v_i includes at least two others of said attributes v_{i_2} .

10. (Original) The method of claim 3, wherein at least one of said attributes v_i includes at least two others of said attributes v_{i_1} .

11. (Original) The method of claim 1, wherein said attributes v_i refer to different articles.

12. (Original) The method of claim 1, wherein said attributes v_i are different characteristics of an article.

13. (Original) The method of claim 10, wherein said weight w_{ij} of said attributes v_i is a number which reflects at least one of (i) the quantity of a specific article and (ii) articles with a specific characteristic, likely to be acquired.

14. (Original) The method of claim 11, wherein said weight w_{ij} of said attributes v_i is a number which reflects at least one of (i) the quantity of a specific article and (ii) articles with a specific characteristic, likely to be acquired.